Amy McCreary

BLPHI

National

Cash

15%

Broadcast

EOM/EOC

103694 Orders Order / Rev: Alt Order #: 06830033 Product Desc: BERKLEY FOR SENATE 30S Estimate: Flight Dates: 10/30/12 - 11/05/12 Primary AE: Original Date / Rev: 06/28/12 / 10/30/12 Sales Office: Order Type: **GENERAL** Sales Region: Agency Name: **Shorr Johnson Magnus Buying Contact:** Billing Type: Billing Contact: Billing Calendar: 1831 Chestnut St. Billing Cycle: Philadelphia, PA 19103 Agency Commission: Berkley, Shelley for Senate Advertiser Name:

A35+ Demographic: New Business Thru: Product Codes: PLC01 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Revenue Codes: POLITICAL/AGY, PCAN, GEN. Agency External ID:

Bill Plan S

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	109	\$75,475.00	\$64,153.75	November 2012	109	\$75,475.00	\$64,153.75	0.00
					Totals	109	\$75,475.00	\$64,153.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Share **Order Share** Total KSNV 20% \$75,475.00 Market 100% \$377,375.00

Competitive Share	Share	Total
Compensive snare	Silale	TOTAL
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0 .00
KINC	0%	\$0.00
KLAS	32%	\$120,760.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$79,248.75
KTUD	0%	\$0.00
KVVU	25%	\$94,343.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$7,547.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 3	KSNV	11/05/12	11/05/12	M-F 5-6a WakeUp	w/Wæ@M	5-6a	M	:30	2	\$450.001	0.00 NM	2	\$900.00
				M-F 5-6a WakeUp	w/Wagners							ì	
	NEWS			·								i	
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					i	
٧	Veek: 11/0	05/12	11/11/12	M	2	\$450.00	0.00					i	

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

10/30/12 - 11/05/12

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSNV 10/30/12 11/02/12 M-F 5-6a WakeUp w/WaQM 5-6a ~TWTF~~ :30 \$450,001 0.00 NM \$1,800.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/29/12 11/04/12 -TWTF--\$450.00 0.00 E 5 KSNV 10/30/12 11/02/12 M-F 6-7a WakeUp w/WaQM \$700,001 6-7a -TWTE--:30 0.00 NM \$2,800.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 -TWTF---\$700.00 0.00 E 6 KSNV 11/05/12 11/05/12 M-F 6-7a WakeUp w/WaQM \$700.001 6-7a M----:30 1 0.00 NM \$700.00 1 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 11/05/12 11/11/12 M-----\$700.00 0.00 E 7 KSNV 11/05/12 11/05/12 **Today Show** 658a-9am \$900.001 CM M----:30 2 0.00 NM \$1,800.00 **Today Show** TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M-----\$900.00 0.00 KSNV 10/30/12 11/02/12 Today Show CM 658a-9am --TWTF--13 \$900.001 :30 0.00 NM 13 \$11,700.00 **Today Show** TODAY Spots/Week Start Date **End Date Weekdays** Rate Rating Week: 10/29/12 11/04/12 ~TWTF~~ 13 \$900.00 0.00 E11 KSNV 11/05/12 11/05/12 Noon News CM 12-1230pm M-----:30 \$425.001 0.00 NM 1 \$425.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M----\$425,00 0.00 E 12 KSNV 10/30/12 11/02/12 \$425.001 Noon News CM 12-1230pm ~TWTF~~ :30 0.00 NM \$1,700.00 Noon News **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating -TWTF--11/04/12 \$425.00 Week: 10/29/12 4 0,00 Start/End Time Spot Ch Date Range Description <u>Length</u> Rate Rtg Type <u>Weekdays</u> 1 KSNV 10/29/12-11/04/12 Noon News 12-1230pm -TWThF----:30 (\$425.00) 0.00 NM See MG 12.5,12.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 4 KSNV 10/29/12-11/04/12 Noon News 12-1230pm -TWThF----:30 (\$425.00) 0.00 NM See MG 12.5,12.6 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/29/12-11/04/12 Noon News 12-1230pm -TWThF----.30 \$425.00 0.00 NM (f) MG for 12.1.12.4 frevised to reinstate at level 11 12-1230pm 6 KSNV 10/29/12-11/04/12 Noon News ~TWThF----:30 \$425.00 0.00 NM MG for 12.1,12.4 [revised to reinstate at level 1] E 13 KSNV 10/30/12 11/02/12 M-F Today Show II 3rd H0M -TWTF--:30 6 \$425.001 0.00 NM 9-10a 8 \$3,400.00 M-F Today Show II TODAY II Spots/Week Start Date End Date **Weekdays** <u>Rate</u> Rating -TWTF--11/04/12 6 \$425,00 0.00 Week: 10/29/12

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Advertiser:

Berkley, Shelley for Senate

Alt Order #:

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch Start End Inv	ventory Code Bro	eak S	Start/End Tin	ne Davs	Len Spot	s f	Rate Pri	Rta T	vpe S	pots	Amount
E 13 KSNV 10/30/12 11/02/12 M-I	•		9-10a	-TWTF			125.001	0.00		8	\$3,400.00
	F Today Show II				,00	• •	0.00	0.00		J	Ψο, 100.00
TODAY II											
	Veekdays Spots/W			Rating							
	TWTF	6 Start/5	\$425.00	0.00	Manidaya	المسمطاء	Data	Dia T			
Spot Ch Date Range Describer 1 KSNV 10/29/12-11/04/12 M-F 7		<u> Starve</u> 9-10a	End Time		<u>Weekdays</u> -TwThF	_	<u>Kate</u> (\$425.00)	Rtg Ty			
See MG 13.9,13.10,13.11,13	=				-) W (III	.50	(4420.00)	0.00	IVIVI		
[.NOT AVAILABLE RATE] N		10.10									
4 KSNV 10/29/12-11/04/12 M-F 1		9-10a			-TWThF	:30	(\$425.00)	0.00	NM		
See MG 13.9,13.10,13.11,13	3.12,13.13,13.14,13.15,	13.16					, ,				
[.NOT AVAILABLE RATE] N											
5 KSNV 10/29/12-11/04/12 M-F 1					-TWThF	:30	(\$425.00)	0.00	NM		
See MG 13.9,13.10,13.11,1		13.16									
[.NOT AVAILABLE RATE] N		0 100			Turk F	.00	(# 40E 00)	0.00	A / A /		
6 KSNV 10/29/12-11/04/12 M-F 7 See MG 13.9,13.10,13.11,1	=				~TWThF~~~	:30	(\$425.00)	0.00	tvivi		
[.NOT AVAILABLE RATE] N		13.10									
7 KSNV 10/29/12-11/04/12 M-F		9-10a			-TWThF	:30	(\$425.00)	0.00	NM		
See MG 13.9,13,10,13.11,1	•						(4.20.00)	0.00			
[.NOT AVAILABLE RATE] N											
8 KSNV 10/29/12-11/04/12 M-F	Today Show II 3rd Hr	9-10a			-TWThF	:30	(\$425.00)	0.00	NM		
See MG 13.9,13.10,13.11,1		13.16									
[.NOT AVAILABLE RATE] N											
9 KSNV 10/29/12-11/04/12 M-F T	=	9-10a			-TWThF	:30	\$425.00	0.00	NM		
MG for 13.1,13.6,13.4,13.8, Irrevised to reigntate at level.											
revised to reinstate at level 10 KSNV 10/29/12-11/04/12 M-F		9-10a			-TWThF	:30	\$425.00	0.00	NINA		
(B) MG for 13.1,13.6,13.4,13.8,	•	3-10a			- W	.50	φ425.00	0.00	INIVI		
[revised to reinstate at level											
11 KSNV 10/29/12-11/04/12 M-F 1		9-10a			-TWThF	:30	\$425.00	0.00	NM		
MG for 13.1,13.6,13.4,13.8,	•										
[revised to reinstate at level	1]										
12 KSNV 10/29/12-11/04/12 M-F T	=	9-10a			-TWThF	:30	\$425.00	0.00	NM		
⊕ MG for 13.1,13.6,13.4,13.8,											
[revised to reinstate at level		0.40					6405.00				
13 KSNV 10/29/12-11/04/12 M-F T	•	9-10a			-TWThF	:30	\$425.00	0.00	NM:		
MG for 13.1,13.6,13.4,13.8, [revised to reinstate at level									l		
14 KSNV 10/29/12-11/04/12 M-F		9-10a			~TWThF	:30	\$425.00	0.00	NM		
MG for 13.1,13.6,13.4,13.8,							* * .	0100			
[revised to reinstate at level											
15 KSNV 10/29/12-11/04/12 M-F	Today Show II 3rd Hr	9-10a	ı		-TWThF	:30	\$425.00	0.00	NM		
M G for 13.1,13.6,13.4,13.8,											
[revised to reinstate at level	•										
16 KSNV 10/29/12-11/04/12 M-F	-	9-10a	l		-TWThF	:30	\$425.00	0.00	NM		
MG for 13.1,13.6,13.4,13.8, [revised to reinstate at level											
			1230-1p	-TWTF-	- :30	3 \$	325.001	0.00	NM	3	¢075.00
E 16 KSNV 10/30/12 11/02/12 Th	ne Agenda 1230pm	VI	1230-1p	-14415-	50	J #	323.001	0.00	IAIN	3	\$975.00
AGENDAY	.s / gonda 1200pm										
	Weekdays Spots/W	/eek	<u>Rate</u>	Rating							
Week: 10/29/12 11/04/12 -	-TWTF	3	\$325.00	0.00							
	ichael Ray Cl	VI	11am-12pm	-TWTF-	- :30	3 \$	325.001	0.00	NM	4	\$1,300.00
	achael Ray										
RACHEL RAY	Mankdaya Castess	بامماد	D-4-	Detine							
	<u>Weekdays</u> <u>Spots/M</u> -TWTF−−	<u>vеек</u> 3	<u>Rate</u> \$325,00	Rating 0.00							
# # GON. 10/40/12 11/04/12	1 11 11	J	ψυ2υ,00	0.00					•		

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Order / Rev:

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Advertiser:

Berkley, Shelley for Senate

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

308

Lu Oh Olast Fad Javantana Onda	D.,	: D	lan Ond	D.1. D.1	D: T 0		
Ln Ch Start End Inventory Code E17 KSNV 10/30/12 11/02/12 Rachael Ray	Break Start/End T CM 11am-12pm	ime Days -twtf-		Rate Pri 325.001	Rtg Type Sp	ots 4	Amount \$1,300.00
Rachael Ray	Civi Train-12pm	- IWI F-	30 3 ф	323.001	U.OU INIVI	4	φ1,300.00
RACHEL RAY							
Start Date End Date Weekdays Sp Week: 10/29/12 11/04/12 -TWTF	ots/Week Rate 3 \$325.00	Rating 0.00					
Spot Ch Date Range Description	Start/End Time	0.00	Weekdays Length	Rate	Rtg Type		
2 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm				0.00 NM		
See MG 17.5,17.6,17.7,17.8) ATC						
[.NOT AVAILABLE RATE] NOT AVAILABLE F 3 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF :30	(\$325.00)	0.00 <i>NM</i>		
See MG 17.5,17.6,17.7,17.8	11am 12pm		.50	(4020.00)	0.00 14141		
[.NOT AVAILABLE RATE] NOT AVAILABLE F	RATE						
4 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF :30	(\$325.00)	0.00 NM		
See MG 17.5,17.6,17.7,17.8 [.NOT AVAILABLE RATE] NOT AVAILABLE F	RATE						
5 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF :30	\$325.00	0.00 NM		
(h) MG for 17.3,17.4,17.2,17.1	-						
[revised to reinstate at level 1]	4440			#ADC AA			
6 KSNV 10/29/12-11/04/12 Rachael Ray ∰ MG for 17.3,17.4,17.2,17.1	11am-12pm		-TWThF :30	\$325.00	0.00 NM		
[revised to reinstate at level 1]							
7 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		-TWThF: :30	\$325.00	0.00 NM		
● MG for 17.3,17.4,17.2,17.1							
[revised to reinstate at level 1] 8 KSNV 10/29/12-11/04/12 Rachael Ray	11am-12pm		~TWThF~ :30	\$325.00	0,00 NM		
⊕ MG for 17,3,17.4,17.2,17.1	rum-:zpm			Ψ020.00	0,00 14(4)		
[revised to reinstate at level 1]							
E 20 KSNV 10/30/12 11/02/12 M-F Today Show III	ith BM 10am-11am	-TWTF	:30 3 \$	325.001	0.00 NM	4	\$1,300.00
Today 4th Hour							
	oots/Week Rate	Rating					
Week: 10/29/12 11/04/12 -TWTF	3 \$325.00	0.00					
Spot Ch Date Range Description	Start/End Time		Weekdays Length		Rtg Type		
1 KSNV 10/29/12-11/04/12 M-F Today Show III 4th See MG 20.5,20.6,20.7,20,8	rrr 10am-11am		-TWThF :30	(₩ 320:UU)	0.00 NM		
[.NOT AVAILABLE RATE] NOT AVAILABLE I	RATE						
2 KSNV 10/29/12-11/04/12 M-F Today Show III 4th	<i>Hr</i> 10am-11am		-TWThF :30	(\$325.00)) 0.00 <i>NM</i>		
See MG 20.5,20.6,20.7,20.8	DATE						
[.NOT AVAILABLE RATE] NOT AVAILABLE I 4 KSNV 10/29/12-11/04/12 M-F Today Show III 4II			-TWThF :30	(\$325.00) 0.00 <i>NM</i>		
See MG 20.5,20.6,20.7,20.8	(10)		7	(\$020.00)	, 0.00 /4///		
[.NOT AVAILABLE RATE] NOT AVAILABLE I							
5 KSNV 10/29/12-11/04/12 M-F Today Show III 4th	Hr 10am-11am		-TWThF :30	\$325.00	0.00 NM		
MG for 20.1,20.4,20.3,20.2 [revised to reinstate at level 1]							
6 KSNV 10/29/12-11/04/12 M-F Today Show III 4th	Hr 10am-11am		-TWThF :30	\$325.00	0.00 NM		
(f) MG for 20.1,20.4,20.3,20.2							
[revised to reinstate at level 1]	. Un 40 a.u 44 a.u.		Turk = .00	#20F 00	N 0 00 NIM		
7 KSNV 10/29/12-11/04/12 M-F Today Show III 4th MG for 20.1,20.4,20.3,20.2	Hr 10am-11am		-TWThF :30) \$325.UL	0.00 NM		
[revised to reinstate at level 1]							
8 KSNV 10/29/12-11/04/12 M-F Today Show III 4th	Hr 10am-11am		-TWThF :30	\$325.00	M/N 00.0 C		
MG for 20.1,20.4,20.3,20.2 Insurand to reinstate at level 43.							
[revised to reinstate at level 1] E 21 KSNV 10/30/12 11/02/12 Dr. Phil	CM 3-4p	-TWTF	:30 6 9	3450.001	0.00 NM	6	\$2,700.00
Dr Phil	- σ ₋₄ μ	104 17	.50 0 4	, ,00,001	G.OU TAIM	0	Ψε,1 00.00
PHIL		D. ()					
Start Date End Date Weekdays S Week: 10/29/12 11/04/12 -TWTF	oots/Week Rate 6 \$450.00	<u>Rating</u> 0.00					
VICON, TOIZOTE THOTHE	3 ψ-20.00	0.00			•		

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830033

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Product Desc: Estimate: BERKLEY FOR SENATE

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Ch Inventory Code Break Start/End Time Ln Start End Davs Len Spots Rate Pri Rtg Type Spots Amount E 21 KSNV 10/30/12 11/02/12 Dr. Phil CM 3-4p -TWTF--:30 \$450.001 0.00 NM ჩ გ \$2,700.00 Dr Phil PHIL. Start Date **End Date** Weekdays Spots/Week Rate Rating 11/04/12 -TWTF--\$450.00 Week: 10/29/12 6 0.00 Start/End Time Weekdays Length Rate Rtg Type Ch Date Range **Description** Spot -TWThE----:30 (\$450:00) 0.00 NM 1 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p See MG 21.9.21.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 6 KSNV 10/29/12-11/04/12 Dr. Phil 3-4p -TWThF----:30 (\$450.00) 0.00 NM See MG 21.9.21.10 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 9 KSNV 10/29/12-11/04/12 Dr. Phil \$450.00 0.00 NM 3-4p -TWThF----:30 (M) MG for 21.6.21.1 [revised to reinstate at level 1] 10 KSNV 10/29/12-11/04/12 Dr. Phil -TWThF---:30 \$450.00 0.00 NM 3-4p MG for 21.6,21.1 [revised to reinstate at level 1] E 23 KSNV 11/05/12 11/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$725.001 0.00 NM M-----1 \$725.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays 1 4 1 Spots/Week <u>Rate</u> Rating 11/11/12 M-----Week: 11/05/12 \$725.00 0.00 E 24 KSNV 10/30/12 11/02/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TW-F--:30 \$725,001 0.00 NM 3 \$2,175.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -TW-F--3 \$725.00 0.00 E 25 KSNV 10/30/12 11/02/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm -TWTF--:30 \$725.001 0.00 NM 3 \$2,175.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--Week: 10/29/12 11/04/12 \$725.00 0.00 E 28 KSNV 10/30/12 11/02/12 M-F Early News СМ 5-630p -TWTF--:30 0.00 NM 6 6 \$1,200.001 \$7,200.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate -TWTF--Week; 10/29/12 11/04/12 6 \$1,200.00 0.00 E 29 KSNV 10/30/12 11/02/12 FacetoFace/Ralston Rep@M 730-758pm -TWTF--:30 \$900.001 0.00 NM 4 \$3,600.00 Face to Face w/ J.Ralston **FACE** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 -TWTF--\$900.00 0.00

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Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End	Time Days Len Spots Rate Pri Rtg Type Spots Amount
E 29 KSNV 10/30/12 11/02/12 FacetoFace/Ralston Rep@M 730-758p	n -TWTF :30 3 \$900.001 0.00 NM 4 \$3,600.00
Face to Face w/ J.Ralston FACE	
Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 10/29/12 11/04/12 -TWTF 3 \$900.00	0.00
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type
2 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-TWThF :30 (\$900,00) 0.00 NM
See MG 29.5,29.6,29.7,29.8	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/29/12-11/04/12 FacetoFace/Raiston Report 730-758pm	TWThF <i>:30 {\$900-00}</i> 0.00 <i>NM</i>
See MG 29.5,29.6,29.7,29.8	-1W111F30 (3860,00) 0.00 1410
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE	
4 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-тwтhғ :30 (\$900.00) 0.00 <i>NM</i>
See MG 29.5,29.6,29.7,29.8	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE 5 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-TWThF :30 \$900.00 0.00 NM
⊕ MG for 29.1,29.2,29.4,29.3	, 50 \$500.00 0.00 PAIN
[revised to reinstate at level 1]	
6 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-тwтhf :30 \$900.00 0.00 NM
MG for 29.1,29.2,29.4,29.3	
[revised to reinstate at level 1]	
7 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-TwThF :30 \$900.00 0.00 NM
8 KSNV 10/29/12-11/04/12 FacetoFace/Ralston Report 730-758pm	-TWThF :30 \$900.00 0.00 NM
⊕ MG for 29.1,29.2,29.4,29.3	,
[revised to reinstate at level 1]	
E 30 KSNV 11/05/12 11/05/12 FacetoFace/Ralston Repaid 730-758p	n M :30 1 \$900.001 0.00 NM 1 \$900.00
Face to Face w/ J.Ralston	
FACE Start Date End Date Weekdays Spots/Week Rate	Rating
<u>Start Date </u>	
Spot Ch Date Range Description Start/End Time	Weekdays Length Rate Rtg Type
1 KSNV 11/05/12-11/11/12 FacetoFace/Ralston Report 730-758pm	M :30 (\$900.00) 0.00 <i>NM</i>
See MG 30.2	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE	
2 KSNV 11/05/12-11/11/12 FacetoFace/Ralston Report 730-758pm ® MG for 30.1 11/05	M :30 \$900.00 0.00 NM
[revised to reinstate at level 1]	
E 32 KSNV 10/30/12 11/02/12 M-F Jeop/Wheel CM 630-730p	n -TWTF :30 7 \$1,300.001 0.00 NM 7 \$9,100.00
M-F Jeopardy/Wheel of Fortune	
JEP/WHEEL Start Date End Date Weekdays Spots/Week Rate	Rating
Week: 10/29/12 11/04/12 -TWTF 7 \$1,300.00	

Print Date: 10/30/12 17:16:21 Page 7 of 10 103694 Order / Rev: Advertiser: Berkley, Shelley for Senate Alt Order #: 06830033 Product Desc: BERKLEY FOR SENATE KSNV

Estimate:

Flight Dates: 10/30/12 - 11/05/12 30S

Week: 10/29/12

11/04/12

-TWTF--

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E32 KSNV	10/30/12	2 11/02/12	M-F Jeop/Wheel	CM	630-730pm	~TWTF~	- :30	7 \$1,300.001	0.00 NM	7	\$9,100.00
			M-F Jeopardy/Wh	eel of Fortun	e					i	
JEP/Wł											
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
Week: 10/		11/04/12	-TWTF		\$1,300.00	0.00					
	Date Ra		escription		t/End Time				Rtg Type		
			1-F Jeop/Wheel	630-	-730pm		-TWThF	:30 (\$1,300.00)	0.00 NIVI		
		, ,	11,32.12,32.13 E] NOT AVAILABL	E RATE							
-			1-F Jeop/Wheel		730pm		-TWThF	:30(\$1 ,3 00.00)	0.00 NM		
Se	e MG 32.	9,32.10,32.1	11,32.12,32.13								
[.N	OT AVAII	LABLE RAT	E] NOT AVAILABL	E RATE							
			1-F Jeop/Wheel	630-	-730pm		-TWThF	:30 (\$1,300.00)	0.00 NM		
		, ,	11,32.12,32.13 E] NOT AVAILABL	E RATE							
•			1-F Jeop/Wheel		-730pm		-TWThF	:30(\$1,300.00)	0.00 <i>NM</i>		
Se	e MG 32.	9,32.10,32.	11,32.12,32.13		-						
[.N	OT AVAI	LABLE RAT	E] NOT AVAILABL	E RATE							
8 KSNV	/ 10/29/12	?-11/04/12 N	1-F Jeop/Wheel	630	-730pm		-TWThF	:30 (\$1,300.00)	0.00 NM		
			11,32.12,32.13								
_			EJ NOT AVAILAB L								
			I-F Jeop/Wheel	630	-730pm		-TWThF	:30 \$1,300.00	0.00 NM		
		,32,6,32.2,3									
-		einstate at le	-	000	700			00 44 000 00			
_			I-F Jeop/Wheel	630	-730pm		-TWThF	:30 \$1,300.00	0.00 NM		
		,32.6,32.2,3 einstate at le									
•			-vertj 1-F Jeop/Wheel	630	-730pm		-TWThF	:30 \$1,300.00	O OO NINA		
		,32.6,32.2,3	•	030	-730pm			.50 \$1,500.00	O.OO INIVI		
		einstate at f									
•			1-F Jeop/Wheel	630	-730pm		-TWThF	:30 \$1,300,00	0.00 NM	1	
		,32.6,32.2,3	•		•			, , , , , , , , , , , , , , , , , , , ,			
		einstate at le									
13 KSNV	/ 10/29/12	2-11/04/12 N	1-F Jeop/Wheel	630	-730pm		-TWThF	:30 \$1,300.00	0.00 NM	ł	
⊕ мо	3 for 32.8	,32.6,32.2,3	2.1,32.5								
[re	vised to r	einstate at k	evel 1]								
E41 KSNV	10/30/1	2 11/02/12	Late Night w/Fallo	n CM	1237a-136ar	n ~TWTF-	:30	6 \$250,001	0.00 NM	8	\$2,000.00
			Late Night w/Falle	on							
FALLO											
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					

\$250.00

0.00

KSNV

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Order / Rev:

103694

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830033

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

	eak Start/End Time Da		Rate Pri			Amount
E 41 KSNV 10/30/12 11/02/12 Late Night w/Fallon CN Late Night w/Fallon	1 1237a-136am -TW	TF :30 6	250.001	0.00 NM	8	\$2,000.00
FALLON						
Start Date End Date Weekdays Spots/W						
Week: 10/29/12 11/04/12 -TWTF	6 \$250.00 0.00	Manhalana I ayart	. Data	Du - 75		
	<u>Start/End Time</u> 1237a-136am	Weekdays Lengt	0 (\$250.00)	Rtg Type 0.00 NM		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15,4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE			(+,			
3 KSNV 10/29/12-11/04/12 Late Night w/Fallon	1237a-136am	-TWThF :3) (\$250.00)	0.00 NM		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15,4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	41.16					
• • • • • • • • • • • • • • • • • • • •	1237a-136am	-TWThF :3	0 (\$250.00)	0.00 <i>NM</i>		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15, {.NOT AVAILABLE RATE} NOT AVAILABLE RATE	11.16					
	1237a-136am	-TWThF :3	0 (\$250.00)	0.00 <i>NM</i>		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE						
	1237a-136am	-TWThF :3	0 (\$250.00)	0.00 NM		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE			. (40#0.00)			
	1237a-136am	-TWThF :3	0 (\$250.00)	0.00 NM		
See MG 41.9,41.10,41.11,41.12,41.13,41.14,41.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE						
	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
10 KSNV 10/29/12-11/04/12 Late Night w/Fallon	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]		_				
5	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
13 KSNV 10/29/12-11/04/12 Late Night w/Fallon	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
_	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
15 KSNV 10/29/12-11/04/12 Late Night w/Fallon	1237a-136am	-TWThF :3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [revised to reinstate at level 1]						
16 KSNV 10/29/12-11/04/12 Late Night w/Fallon	1237a-136am	-TWThF ;3	0 \$250.00	0.00 NM		
MG for 41.6,41.1,41.8,41.4,41.5,41.3,41.2,41.7 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE						
E 44 KSNV 10/30/12 11/02/12 The Tonight Show CI	√I 1135 p-1237a -⊤V	/TF :30 7	\$500.001	0.00 NM	8	\$4,000.00
Tonight Show TON SHOW				Ì		
Start Date End Date Weekdays Spots/M	/eek Rate Rating					
Week: 10/29/12 11/04/12 -TWTF	7 \$500.00 0.00					

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103694

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

n Ch	Start	End	Inventory Code			art/End Ti		Days	Len Spots :30 7		Rate Pri 500.001		NM Abe	8 8	Amount \$4,000.0
4 KSNV	10/30/12	2 11/02/12	The Tonight Show Tonight Show	CM	11	35p-1237a	. - -1	TWTF	(30 /	\$:	1 00.000	0.00	INIVI	0	Φ4 ,000.0
TON SH	WOH		, onight onon												
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/We		Rate	Rating	-							
Week: 10/		11/04/12	TWTF	•		\$500.00	0.00		Mandadaya I.		Peto	Dta T	Tvrno.		
	Date Ra		escription he Tonight Show	_		<u>nd Time</u> 1237a		_	<u>Veekdays Lo</u> TWThF	ength 30	(\$500.00)	Rtg]			
			ne rongn snow 11,44.12,44.13,44.1			12010				.00	(4000.00)	0.00			
			E] NOT AVAILABL												
			he Tonight Show		135p-	1237a		_	TWThF	:30	(\$500.00)	0.00	NM		
Se	e MG 44.	9,44.10,44.	11,44.12,44.13,44.1	14,44.15,4	4.16										
-			E] NOT AVAILABL		405m	4007-			TWThF	.20	(\$500.00)	0.00	NIA		
			he Tonight Show		,	1237a		_	- IWI [[]	.30	(ФООО-ОО)	0.00	IVIVI		
Se	<i>e MG 44</i> . OT ∆VAI	<i>9,44.10,44</i> . I ARI F RAT	11,44.12,44.13,44.1 E] NOT AVAILABL	14,44.75,44 E RATE	4. 10										
			he Tonight Show		135p-	1237a		_	-TWThF~~	:30	(\$500.00)	0.00	NM		
			11,44.12,44.13,44.	14,44.15,4	4.16										
[.N	IOT AVAI	LABLE RAT	E] NOT AVAILABL	E RATE											
			The Tonight Show		•	1237a		-	-TWThF	:30	(\$500,00)	0.00	IVIVI		
			<i>11,44.12,44.13,44</i> . T E] N OT AVAILABI		4.16										
-			The Tonight Show		135p-	1237a			-TWThF	:30	(\$500.00)	0.00	NM (
			11,44.12,44.13,44.		•										
[.N	IOT AVA	LABLE RAT	TE] NOT AVAILABI	E RATE											
			The Tonight Show			1237a		-	-TWThF	:30	(\$500.00)	0.00) NM		
Se	e MG 44	.9,44.10,44.	11,44.12,44.13,44.	14,44.15,4	4.16										
-			TE] NOT AVAILABI The Tonight Show		1135n.	-1237a			-TWThF	:30	\$500.00	0.00	NM (
			14.5,44.8,44.6,44.1		(130p	12018			1 44 1 111	.00	, 4000.00	, 0,00			
		reinstate at l		j-1 1.2											
•			The Tonight Show	1	1135p	-1237а			TWThF	:30	\$500.00	0.00	MN (
⊕ M	G for 44.3	3,44.7,44.4,	14.5,44.8,44.6,44.1	,44.2											
		reinstate at				4007			ero, Perilo III	.00)		NIRA		
			The Tonight Show		1135p	-1237a			-TWThF	:30	\$500.0	0.00	J IMINI		
		3,44. <i>/</i> ,44.4,4 reinstate at	44.5,44.8,44.6,44.1 eve 1]	,44.2											
			The Tonight Show		1135p	-1237a			-TWThF	;30	\$500.0	0.0	NM 0		
			44.5,44.8,44.6,44.1												
		reinstate at													
			The Tonight Show		1135p	-1237a			-TWThF	:30	0 \$500.0	0 0,0	O NM		
			44.5,44.8,44.6,44.1	,44.2											
		reinstate at	rever 1] The Tonight Show		1135n	-1237a			-TWThF	:30	0 \$500.0	0.0	o NM	1	
			44.5,44.8,44.6,44.1		Поор	12014				•-	,			\	
		reinstate at		,											
			The Tonight Show		1 135 p	-1237a			-TWThF	:36	0 \$500.0	0.0	O NM		
⊕ M	IG for 44.	3,44.7,44.4,	44.5,44.8,44.6,44.1	,44.2											
-		reinstate at			11250	4227a			-TWThF	:3	0 \$500.0	n 00	n NM		
			The Tonight Show 44.5,44.8,44.6,44.		1130p	-1237a			1 W 1 1 1 1	.0	ψουυ.υ	0.0		1	
		reinstate at		1,77.2										l	
			2 M-FNews3atE	leven CN	Л	11pm-1135	ipm	-TWTF-	- :30	4 \$	1,200.001	0.0	00 NM	4	\$4,80
			M-F News 3 at I	Eleven		•									
NEW				A		5 /	<u></u>							1	
	tart Date	End Date		Spots/W		<u>Rate</u> \$1,200.00	<u>Ratij</u>	<u>ng</u> .00						l	
Week: 1		11/04/12		leven CN		\$1,200.00 11pm-1135		M	- :30	1 \$	1,200.001	۵۰	00 NM	1	\$1,20
46 KSN	v 11/05/	11/05/1	M-F News 3 at 1		vi	i ipiii-i ioo	,ριιι	1-1	,00	. Ψ	.,	Ψ.		I	7.1
NEW:	S													1	
	tart Date	End Date		Spots/M		Rate	Rati							1	
18/	1/05/12	11/11/12	M		1	\$1,200.00	0	.00						j	

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NEWS Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date Start Date End Date Weekdays Spots/Week Rate Rating Start Date S	Ln Ch Sta	rt End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
NEWS Start Date End Date Weekdays Spots/Week Rate Rating O.00	E 47 KSNV 11/0	3/12 11/04/12	Sa-Su News 3 at	ElevenCM	11pm-1135ր	omSS	:30	2	\$1,100.001	0.00 NM	2	\$2,200.00
Start Date End Date Weekdays Spots/Week Rate Rating O.00			Sa-Su News 3 at	Eleven								
Week: 10/29/12 11/04/12 11/03/12 Saturday Today					D (D "				- 1		
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Saturday Today Saturday Saturday Today Saturday Today Today Saturday Today Today Saturday Today Today Saturday Today Today Saturday Today Saturday Today Saturday Today Saturday Today Today Saturday Today Saturday Today Today Today Today Today Today Tod							.20		#605 004	0.00 NM	2	#4 250 00
SAT TODAY Start Date End Date Weekdays Spots/Week Rate Sec 5.00 0.00	E49 KSNV 11/0	3/12 11/03/12	•	CIVI	ra-9am	5-	:30	2	\$625,001	U.UU INIVI	2	\$1,250.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	SAT TODAY		Salurday roday									
Week: 10/29/12 11/04/12 11/04/12 11/04/12 11/04/12 News 3 Sunrise - SUND&M 6a-7a	*****	e End Date	Weekdays	Spots/Week	Rate	Rating						
News 3 Sunrise SUNDAY Start Date End Date Weekdays Spots/Week Rate Rating					•					i i		
SUN TODAY Start Date End Date Weekdays Spots/Week Rate S350.00 0.00 N 55 KSNV 10/30/12 10/3	N 54 KSNV 11/0	4/12 11/04/12	News 3 Sunrise -	SUND&M	6a-7a	S	:30	1	\$350.001	0.00 NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Rate Rating			News 3 Sunrise S	SUNDAY								
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N 55 KSNV 10/30/12 10/30/12 M-F 5-6a WakeUp w/WagM 5-6a -T 1:00 1 \$900.001 0.00 NM 1 \$900.00 NF 5-6a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T 1 \$900.00 0.00 N 56 KSNV 10/30/12 10/30/12 M-F 6-7a WakeUp w/WagM 6-7a -T 1:00 1 \$1,400.001 0.00 NM 1 \$1,400.00 NM-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00	Start Dat	e <u>End Date</u>		Spots/Week	Rate							
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T 1 \$900.00 0.00 N56 KSNV 10/30/12 10/30/12 10/30/12 M-F 6-7a WakeUp w/WagM 6-7a -T 1:00 1 \$1,400.001 0.00 NM 1 \$1,400.00 M-F 6-7a WakeUp w/Wagners NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00	Week: 10/29/12	11/04/12	S	1	\$350.00	0.00						
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Week: 10/29/12 11/04/12 -T 1 \$900.00 0.00 N 56 KSNV 10/30/12 10/30/12 10/30/12 M-F 6-7a WakeUp w/Wa@M 6-7a -T 1:00 1 \$1,400.00 1 0.00 NM 1 \$1,400.00 NEWS NEWS Start Date Start Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00					Б.1.	Dath.						
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M-F 6-7a WakeUp w/Wagners NEWS <u>Start Date End Date Weekdays Spots/Week</u> <u>Rate Rating</u> Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00				1		·····	4.00		£4.400.004	0.00.004	4	#4 400 00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00	N 56 KSNV 10/3	0/12 10/30/12			b-/a	-	1:00	'	\$1,400.001	U.UU NIVI	'	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00	NEWS		M-F 0-7a Wakec	p wwwagners								
Week: 10/29/12 11/04/12 -T 1 \$1,400.00 0.00		e End Date	Weekdays	Spots/Week	Rate	Rating				į.		
				1		-				İ		
10.65 102 073.473.00										Totals	109	\$75,475,00